



CITY OF HAYWARD AGENDA REPORT

Planning Commission

Meeting Date 6/22/00

Agenda Item 1

TO: Planning Commission

FROM: Sheldon McClellan, Senior Planner

SUBJECT: Use Permit No. 00-160-03 – Enterprise Rent-A-Car (Applicant), Jose Caloca (Owner): Request to Operate a Satellite Auto-Rental Office to Service Dealership Accounts and Other Customers

The Property is Located at 24518 Mission Boulevard, Easterly Side Approximately 50 Feet South of Highland Boulevard in a CG-SD2 (General Commercial – Mission Corridor Special Design Overlay District No. 2).

RECOMMENDATION

It is recommended that the Planning Commission find that the project is exempt from environmental review, and approve the project subject to the attached findings and conditions.

PROPERTY DESCRIPTION & HISTORY

The developed parcel contains approximately 6,110 square feet in area. The property is only 47.3 feet wide and is nearly 129 feet in length. It has street frontages on Mission Boulevard and Sybil Street at its rear.

ADJACENT LAND USE AND ZONING

- North - New two-story building containing a mixed use with a commercial business on the ground floor and a duplex above. (CG-SD2)
- East - Single-family and multi-family dwellings located across Sybil Street. (RM-SD2)
- South - Mixture of commercial uses and residential dwelling. (CG-SD2) The adjoining use is a single-story commercial building that is placed on the property line fronting Mission Boulevard and abuts the subject property and building.
- West - Across Mission Boulevard, commercial uses (liquor store, bar, furniture store) with residential land use behind. (CG-SD2)

DISCUSSION

The applicant is requesting approval to open a satellite branch office for rental of vehicles to area service dealership accounts and other customers. One half of the building will be used for offices and the south half to be used for parking. Enterprise Rent-A-Car has been servicing the City for more than 15 years from two other locations (25858 and 20885) along Mission

Boulevard. The new location is requested to better serve their clients. The applicant provides replacement transportation for customers whose vehicles are disabled as a result of an automobile accident or mechanical problem. They also service local corporate businesses, as well as leisure and business travel needs. Their service includes free delivery of rental vehicles to customers at their home, repair shop, or place of business. Most of the business from this proposed location will be as deliveries to the mentioned customers without a lot of incoming traffic to the office. No automobile sales or vehicle maintenance will be performed at this location. Unlike other retail businesses in the area, Enterprise will pick up and deliver to their customers, rather than having the customers drive to them.

Enterprise Rent-A-Car explains that their satellite offices largely support high volume locations by providing administrative services such as return date follow up with customer, callbacks to local accounts (i.e. insurance companies, repair shops, dealerships, etc.) and handling a large volume of incoming reservations for all the Hayward area. Currently, some of the accounts that they would service from this office are Hayward Ford, Hayward Toyota, Hayward Honda, Mission Blvd. Lincoln Mercury, Hayward Body Shop, and Souza's Body Shop, just to name a few.

The applicant states that they are not able to handle and execute their delivery service in a timely manner from their other two locations due to traffic and growth in the Hayward area. They currently are leaving vehicles on-site at various dealerships, repair shops and corporate accounts for customer delivery. The proposed office would be central to their accounts, and the response time to send an employee to this delivery would drastically improve, thus helping the customer satisfaction from both the local business account and their customer.

Parking on-site should not be a major factor or concern. Due to the fact that this will be a low volume satellite location, Enterprise plans on only operating a small fleet of vehicles from this site. The average occupancy for a small Enterprise location is 90 percent of their vehicles rented, meaning that they will have very few vehicles on the premises at a time. They also will arrange to stage vehicles at accounts, as well as having the ability to utilize parking at both of their current Hayward locations. Furthermore, Enterprise has the ability to transport vehicles to these other Hayward locations immediately through their hiking/transportation network that operates daily from their San Leandro Group headquarters office.

Currently, the parking lot layout at the rear of the building with access from Sybil Street is non-conforming and must be revised to meet current regulations. The configuration of parking was previously striped showing 10-12 spaces in an angled pattern along the north and south property lines with a center driveway that force backup maneuvering into the street. With the limitations of the property width, the parking spaces must be perpendicular to a property line so that vehicles can leave the property in a forward motion. With the revision to the parking layout, only 5 spaces (1 space is designated for the disabled) can be provided outside the building. Another two spaces are shown to be within the building. By utilizing the 2 spaces within the building, the required parking for the office area of 6 spaces can be met.

The applicant has worked with staff to provide a face-lift to the building and to bring the structure into the required design theme (Spanish Ranch) of the SD2 Overlay District. The building having been previously divided into two separate tenant spaces reflects the minor

differences in the front façade-one having board and batt siding above the window area and the other having stucco material. The wall material below the windows is composed of masonry. The existing glazing and wall materials (board and batt and stucco) are to remain, but will be less dominant since the wall surface will be partly hidden by the new façade. The projecting canopy above the storefronts is to be removed. A new arched stucco wall panel with columns that have a decorative capital and base will be placed in front of the existing wall and will be located on the front property line. Above the two center arches will be a projecting canopy that will rise above the building parapet wall by one foot and will be supported by decorative braces that are 18 inches thick. The canopy will be used to enframe the business identification sign and provide recessed lighting. Staff suggests that a decorative tile be added to the upper corners of this elevation for further wall enhancement. This suggestion is covered in the conditions of approval.

The applicant proposes that the building be colored a stark white that is set to reflect their color scheme. Staff recommends and has conditioned the project that a tan or beige color be used so that it will be more in keeping with the adjacent structure. Several car dealerships along Mission Boulevard have used a white color for their buildings, but these structures were stand-alone buildings and were not adjacent to other buildings that have utilized earth-tone colors. The return north wall that interfaces the new two-story mixed use will need to be painted to match the building.

Presently, the rear elevation is very unsightly and has several electrical service boxes and lines that have been externally applied to the wall in addition to roof drain lines, windows and various doors. The applicant has made some attempt to clean up the façade by deleting the right side vehicular door and move the man door to a more central location on the rear wall. Also a new cornice element with false brackets below is proposed to extend across the building to hide some of the exposed electrical conduit. Staff believes that more work is still needed to make this elevation acceptable. The electrical boxes are still located on the wall. It may be necessary to relocate, altogether, these electrical boxes so that a balanced façade can be created. The rear masonry block will need to be stuccoed to match the balance of the building rather than just painting the block. The doors and windows could be made more attractive by incorporating decorative trim around them.

Lighting plans have not been submitted. However, the project must comply with the City's Security Ordinance provisions that require exterior lighting be designed so that illumination is confined to the property and directed to reflect away from the residential developments to the west of the project site. A condition of approval requires that attractive light fixtures be placed within the parking lot area and that the new light fixture design be approved by the Planning Director.

New signage incorporating individual letters will be provided on the wall over the main entry façade along Mission Boulevard. Staff has indicated to the applicant that their standard sign box with internal illumination with a plastic face would not be appropriate for this architectural theme. The applicant indicates that some form of individual letters will be used and that external illumination will be achieved from a hidden light source under the raised eyebrow canopy. The sign panel is shown to be 20 feet long and 3 feet high. A second sign (blade or hanging wall sign perpendicular to the street) is shown to be on the north side of the front

façade and measures 5 feet long and 1 foot high. Staff suggests the height of the blade be enlarged to provide an improved balance to the scale of the sign and that the added area, if left as a decorative surface, not be added to the square-footage of the sign.

Conformance with the General Plan, Zoning Ordinance and Neighborhood Plan

The proposed car rental office use is in conformance with the General Plan Designation of Commercial/High Density Residential in that it provides a commercial service to the community. The proposal is consistent with the intent of the General Commercial - Mission Corridor Special Design Overlay District to provide services for the support of primary business activities in the downtown area and to provide a design theme to tie together a mixture of compatible uses into visually cohesive and attractive neighborhood. This project is consistent with the *Mission•Foothills Neighborhood Plan*, which recognizes a need to build street appeal along Mission Boulevard, such as landscaping and façade renovations.

The Mission•Foothills Neighborhood Plan and the implementing zoning added a Spanish Ranch design overlay district along this portion of Mission Boulevard and also in the area west of Mission Boulevard to the railroad tracks. The purpose of the Mission Boulevard Overlay District is to provide a design theme to tie together a mixture of compatible uses into a visually cohesive and attractive neighborhood.

The project complies with the design standards.

ENVIRONMENTAL REVIEW

The proposal is defined as a "project" under the parameters set forth in the California Environmental Quality Act (CEQA) Guidelines. A Negative Declaration was prepared in January 19, 1990 by staff and was approved by the Board of Adjustments on September 17, 1990. This environmental document was found to be in conformance with the provisions of the California Environmental Quality Act for a use permit for an automotive use (installation of automobile stereos) at 24532 Mission Boulevard. With the condition of the building and access to site remaining the same, further environmental review is not necessary.

The property is within the Alquist-Priolo Special Studies Zone defined by the State of California for the active Hayward fault. A soil investigation and geotechnical evaluation was conducted on the adjacent property to the north where the two-story mixed use is located. This report, titled "Report - Geologic Faulting and Soil Investigations," was prepared by Geotechnical Engineering Inc., Fremont, CA and dated May 4, 1994. The report indicates that the neighboring property is located about 200 feet southwest of the active Hayward Fault. An exploratory trench, approximately 129 feet long and approximately 10 feet deep, was excavated the full length of the property from Mission Boulevard to Sybil Street. Active fault traces of the Hayward Fault were not encountered in the trench. The GEI report has been reviewed by Harlan Tait Associates, a consultant to the City, to provide State required peer review of geotechnical reports. Their conclusion of the report is that it meets state requirements for an Alquist-Priolo fault investigation and that the mixed use could be developed on the property without the structure striding the Hayward Fault.

PUBLIC NOTICE


On February 2, 2000, a Referral Notice was mailed to every property owner and occupant within 300 feet of the subject site, as noted on the latest assessor's records. Notice was also provided to the Mission•Foothills Task Force members and the California Department of Transportation. The Referral Notice provided an opportunity for persons to comment on the project at the early stages of the submittal. No comments were received.

On June 12, 2000, a Notice of Public Hearing for the Planning Commission meeting was mailed to every property owner and occupant within 300 feet of the subject site, as noted on the latest assessor's records. Notice was also provided to the Mission•Foothills Task Force members and the California Department of Transportation.


CONCLUSION

The proposed improvements to the building will continue the Spanish Ranch architectural theme on this block along Mission Boulevard and will upgrade the area. The use is primarily an office use, and a limited number of cars to be rented from the office would be stored at this address. The use will be an asset to the surrounding businesses, residents and the City of Hayward. Staff believes that the location of the project site and its relationship to the surrounding uses will not adversely impact the area.

Prepared by:

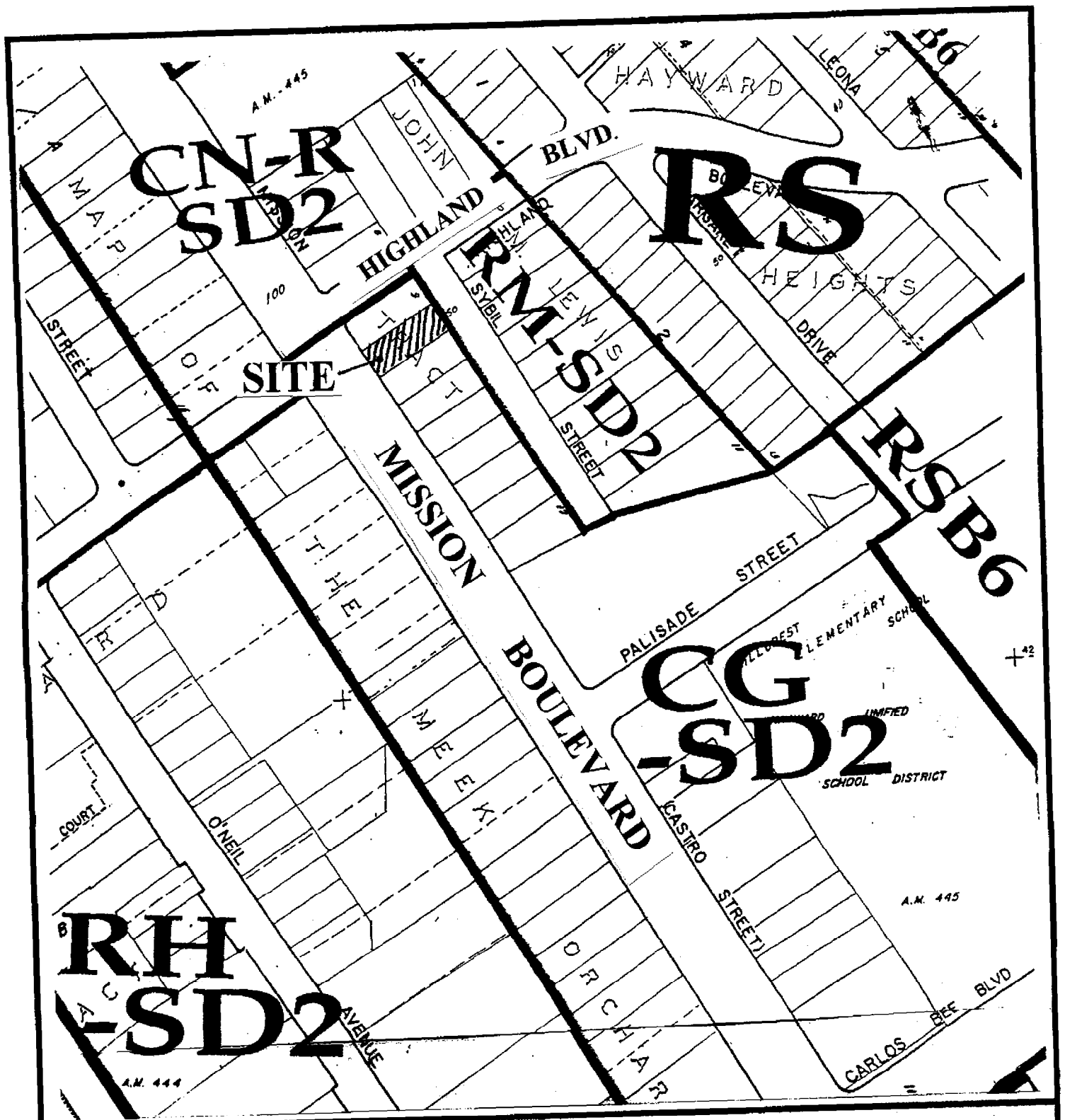

Sheldon R. McClellan
Senior Planner

Recommended by:


Dyana Anderly, AICP
Planning Manager

Attachments:

- A Area Map
 - B Findings for Approval
 - C Conditions of Approval
- Plans



AREA MAP

UP 00-160-03 ■ Chris Sbarbaro/Enterprise (Applicant)
24518/24532 Mission Blvd. ■ Jose Caloca (Owner)

ATTACHMENT A

FINDINGS FOR APPROVAL

Use Permit No. 00-160-03
Enterprise Rent-A-Car (Applicant)
Jose Caloca (Owner)

24518 Mission Boulevard

Request to operate a satellite auto-rental office to service dealership accounts and other customers.

- A. The approval of Use Permit Application No. 00-160-03, as conditioned, will have no significant impact on the environment, cumulative or otherwise, the project reflects the City's independent judgement, the project is covered by an approved Negative Declaration that was prepared in January, 1990 and approved by the Board of Adjustments on September 17, 1990. This environmental document was found to be in conformance with the provisions of the California Environmental Quality Act for a use permit for an automotive use (installation of automobile stereos) at 24532 Mission Boulevard. With the condition of the building and access to site remaining the same, further environmental review is not necessary.
- B. The proposed use is desirable for the public convenience and welfare in that it provides a commercial service available to the community at large; and
- C. The proposed auto-rental office will not impair the character and integrity of the zoning district and surrounding area in that the design and materials incorporated in the building and the landscaping improvements will enhance and be complementary and compatible with the architectural character of the surrounding commercial and residential area; and
- D. The proposed auto-rental office will not be detrimental to the public health, safety, or general welfare in that sufficient parking will be provided on site, the hours of operation will be limited to be limited to 7:30 a.m. to 6:00 p.m. weekdays, 8:00 a.m. to 6:00 p.m. Saturdays and closed on Sundays. Security lighting will be provided; and
- E. The proposed use is in harmony with applicable City policies and the intent and purpose of the General Commercial District in that it provides a commercial service to the community, adds to the mix of businesses and other activities, and will enhance the economic viability of the City.

CONDITIONS OF APPROVAL

Use Permit No. 00-160-03
Enterprise Rent-A-Car (Applicant)
Jose Caloca (Owner)

24518 Mission Boulevard

Request to operate an auto-rental office to service dealership accounts and other customers.

GENERAL

1. The improvements shall be constructed and operated in accordance with these conditions and plans approved by the Planning Commission on June 22, 2000, labeled Exhibit "A", as amended by these conditions of approval.
2. This approval is void one year after the effective date of approval (on June 22 2001), unless the City has accepted a building permit or construction and demolition permits as complete. Any modification to the approved plans shall require review and approval by the Planning Director. A request for a one-year extension(s), approval of which is not guaranteed, must be submitted to the Planning Division by May 22, 2001.
3. Prior to the finalization of City building or construction permits, and prior to the onset of business operation, all conditions of approval and all improvements shall be completed to the satisfaction of the Planning Director.
4. A copy of these conditions of approval shall be included in and made part of any rental and/or lease agreement for the subject site and shall be posted alongside the necessary business license and be visible at all times to employees and patrons.
5. Violation of these conditions is cause for revocation of the use permit after public hearing before the duly authorized review body.

PLANNING DIVISION

6. The hours of operation shall be limited to 7:30 a.m. to 6:00 p.m. weekdays, 8:00 a.m. to 6:00 p.m. Saturdays and closed on Sundays.
7. The project owner(s) shall maintain in good repair all building exteriors, fences, walls, lighting, trash enclosures, drainage facilities, driveways, parking areas, and any other project features. The premises shall be kept clean. Any graffiti painted on the property shall be painted out or removed within seven days of occurrence.

8. The property owner/operator shall remodel the building per the approved plans and the conditions contained herein. All modifications shall be approved by the Planning Director. Specific requirements include, but are not limited to, the following:
 - a) The rear elevation shall be revised to include a more complete coverage of the existing utilities exposed at the rear of the building. The proposed cornice shall be dropped down to hide all upper wall mounted electrical raceways. The electrical panels shall be repositioned to be included in decorative elements that balance the rear elevation design theme. Decorative trim shall be used around doors and windows.
 - b) The masonry block below the proposed cornice shall be covered with stucco to match the rest of the building.
 - c) Decorative tiles shall be added to front and rear elevations where appropriate.
 - d) The building shall be painted a tan or beige color with an accent color being used on doors and other front elevation trim behind the new front elevation.
9. Prior to issuance of a building permit, a sign program shall be submitted to the Planning Director for approval. The signs for the facility shall be tied to the Spanish Ranch theme and reflect rustic materials rather than shiny, slick materials or garish colors. No box or can signs shall be permitted. The blade or projecting sign shall be increased in height (non-sign area) to provide a more proportional format and shall include a decorative wrought iron bracket. All signs shall comply with the Sign Ordinance. The property owner/operator shall not display any illegal banner signs, portable signs or other illegal signs on the property.
10. Prior to issuance of building permit, submit detailed landscaping and irrigation plans prepared by a licensed landscape architect based on the preliminary plan attached to Exhibit A for review and approval by the City. Parking areas shall be buffered from the street with shrubs that will create a continuous 30-inch high screen within two years. Above ground utilities shall also be screened from the street with shrubs. A minimum of one 24" box street tree shall be provided for each 30 lineal feet of street frontage. Trees shall be double-staked per City Standard Detail SD-122. Landscape and irrigation plans shall comply with the City's *"Water Efficient Landscape Ordinance"*. The following shall also apply:
 - a) Landscape areas adjoining drives and/or parking areas shall be separated by a 6-inch high class "B" Portland cement concrete curb.
 - b) Within all required landscape areas, a complete automatic sprinkler system with an automatic on/off mechanism shall be installed prior to occupancy. The system shall include adjustable flood bubblers to each tree, 15-gallon size or larger, and shall utilize a reduced pressure backflow device. The irrigation system shall be on a separate meter.

- c) Landscaping shall be installed per the approved plans prior to approval of occupancy. A Certificate of Substantial Completion and an Irrigation Schedule shall be submitted by the project landscape architect prior to the City's final inspection.
 - d) Landscaping shall be maintained in a healthy, weed-free condition at all times. The owner's representative shall inspect the landscaping on a monthly basis and any dead or dying plants (plants that exhibit over 30 percent die-back) shall be replaced within ten days of the inspection. Trees shall not be severely pruned, topped or pollarded. Any trees that are pruned in this manner shall be replaced immediately with a tree species selected by, and size determined by, the City Landscape Architect.
 - e) After initial installation, the sprinkler system shall be maintained, including replacement where necessary.
 - f) The owner/operator shall provide two vine pockets at the rear side of the front centered columns fronting Mission Boulevard.
- 11. No mechanical equipment shall be placed on the roof unless it is completely screened from view by the indicated roof system proposed.
 - 12. Street numbers, site lighting, and security locks shall comply with the requirements of the City's Security Ordinance, Chapter 41 of the Hayward Building Code.
 - 13. Outside utility meters, when not enclosed in a cabinet, shall be screened by plant material or other approved material allowing sufficient distance for reader access.
 - 14. Prior to occupancy, the developer shall pay the appropriate tax as required by the Interim Supplemental Building Construction and Improvement Tax.
 - 15. The design of exterior lighting shall be planned, erected, and maintained within the driveway entrance, vehicular circulation and parking areas. Light fixtures shall be decorative and shall tie into the Spanish Ranch design and architectural theme of the structure. Any light posts shall not exceed 16 feet in height. The design, color, and placement of fixtures shall be approved by the Planning Director.
 - 16. All building materials and colors shall be approved by the Planning Director.
 - 17. A recycling plan shall be submitted to the Solid Waste Manager prior to issuance of a building permit. The plan shall indicate the number and type of refuse and recycling containers, which will be used. The applicant must ensure that there is adequate space for a garbage truck to service the trash facilities. The applicant shall provide for adequate on-site storage capacity for recyclables within the building, including storage space for containers to store paper, glass/plastic/metal beverage containers, and other plastics where these materials are generated.

BUILDING DIVISION

18. Prior to construction, demolition or installation of improvements, a building permit must be obtained from the Building Division. All improvements must be completed in accordance with the Uniform Building Code, as adopted by the City of Hayward.
19. The facility shall be made handicapped accessible in compliance with Title 24 and ADA requirements.

FIRE DEPARTMENT

20. Fire Department requirements are as follows:
 - a) Within the office area (24518 Mission Boulevard) fire extinguishers are required. Minimum size/type shall be 2A:10BC.
 - b) Address number for the business shall be minimum 6-inch-high.
 - c) Prior to issuance of the building permit, a building survey shall be done by the Building Inspection Division for the area of the building (24532 Mission Boulevard) where vehicles are to be parked.
 - d) The building shall require a carbon monoxide detection system and a ventilation system upgrades per the 1998 UBC.
 - e) A minimum one-hour separation wall shall be placed between the office area and the area of the building utilized for vehicle parking.
 - f) Building permits will be required for all tenant improvement work within each building. Additional requirements will be addressed, if needed, at time of plan check review.

ENGINEERING DIVISION

21. The Transportation Services Division reserves the right to prohibit parking on Mission Boulevard (No Stopping Anytime) in the future for capacity or safety reasons.

UTILITIES DIVISION

22. Outside utility meters, when not enclosed in a cabinet, shall be screened allowing sufficient distance for reader access.
23. Install a separate irrigation meter for irrigation.
24. Install a reduced pressure backflow prevention assembly for both domestic and irrigation meters, per City Standard Detail SD202.

Prior to issuance of a building permit:

25. The parking stalls and adjacent landscaped areas shall be modified to reflect a 2.5 vehicle overhang into the adjacent landscape area. The planter shall be a minimum width of 3 feet in front of the vehicle stall (5.5 feet from the face of curb).
26. The proposed driveway along the south property line shall have a minimum width of 25 feet and shall conform to City of Hayward's SD-109 standards.
27. A drainage plan shall be submitted that meets the approval of the Planning Director.

Prior to connection of utilities

28. The existing driveway shall be removed and replaced with curb, gutter, sidewalk and tie-in paving to match existing improvements.
29. All parking and circulation areas shall be paved.